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1. Amendment (19 pages)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

5 In re Application of: Michelle R. Sandholm Docket No.: ISAA0011
 Serial No.: 09/755,738 Art Unit: 3629
 Filed: January 5, 2001 Examiner: Thai, Cang C
 Title: MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT METHODOLOGY

10 October 10, 2005

15 Commissioner for Patents
 Mail Stop - Amendment
 P.O. Box 1450
 Alexandria, VA 22313-1450

AMENDMENT UNDER 37 CFR § 1.111

20 Sir:

 This Amendment is in response to the Office Action, dated August 11, 2005, for
 the above-identified patent application. Attached hereto is an Amendment to the
 Claims. The Commissioner is hereby authorized to charge any additional fees due
25 or credit any overpayment to Deposit Account No. 07-1445.

 Applicant does not believe that filing of this Amendment will incur additional fees.
 However, the Commissioner is authorized to charge any fees due to the Glenn
 Patent Group Deposit Account No. 07-1445, Customer No. 22862. Applicant
30 considers this document to be filed in a timely manner.